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Fig. 1.

9

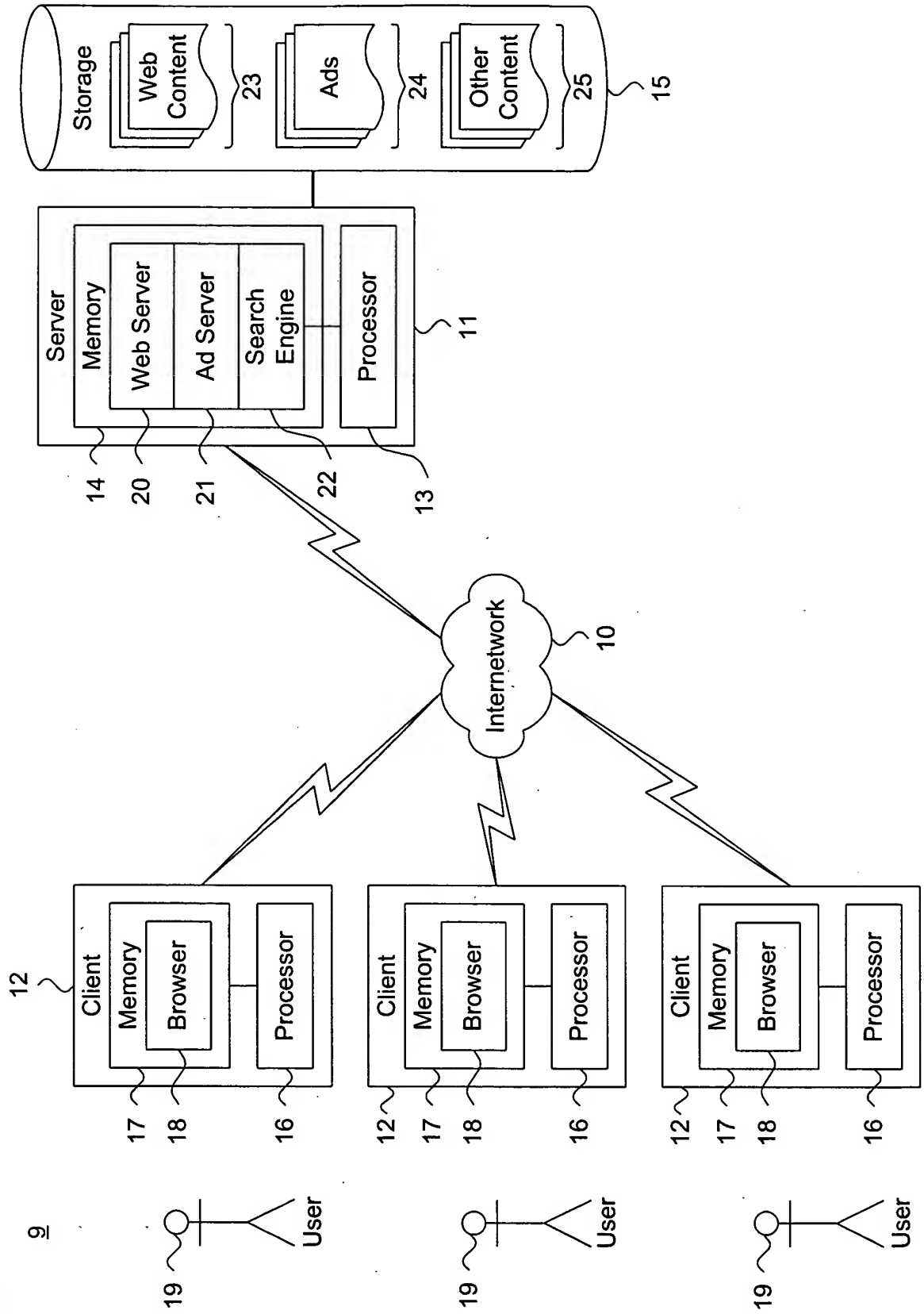


Fig. 2.

40

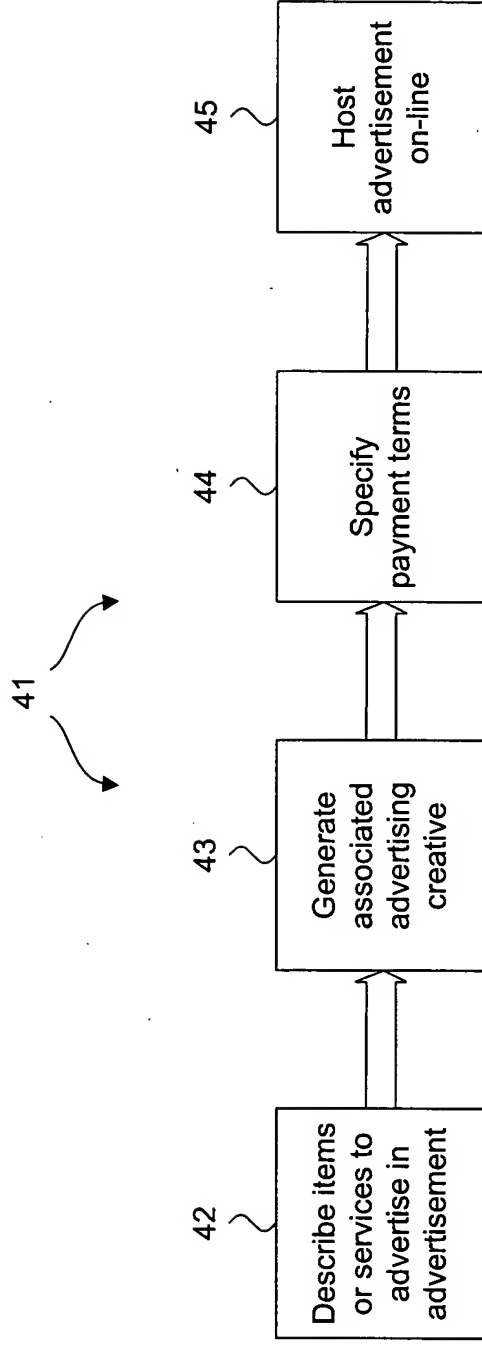


Fig. 3A.

50

The image is a screenshot of a web page for "Google Automate". At the top left is the "Google Automate" logo. To its right is a navigation bar with links: "Contact Us" and "Help". Below the logo, the text reads: "Advertise your items for sale on Google in under 1 minute with Google Automate." Further down, a paragraph states: "It's easy to get started - just type in the name, description, and price of what you're selling, and how you want buyers to contact you. We'll automatically create a Google AdWord for you, and host a web page that provides the full listing information of your item." Below this text is a horizontal line, followed by the heading "Sell your stuff today!" and a button labeled "Click Here to Start". To the right of the main content area is a box titled "Existing Advertiser Login". This box contains two input fields labeled "Email:" and "Password:", a link "Forgot your password?", and a "Login" button. A bracket labeled "52" groups the "Email:" and "Password:" fields. A bracket labeled "51" points to the "Click Here to Start" button. At the bottom of the page is a footer with the text: "©2003 Google - Automate Home - Terms and Conditions - Editorial Guidelines - Contact Us".

Google Automate

[Contact Us](#) - [Help](#)

Advertise your items for sale on Google in under 1 minute with Google Automate.

It's easy to get started - just type in the name, description, and price of what you're selling, and how you want buyers to contact you. We'll automatically create a Google AdWord for you, and host a web page that provides the full listing information of your item.

Sell your stuff today!

[Click Here to Start](#)

Existing Advertiser Login

Email:

Password:

[Forgot your password?](#)

[Login](#)

©2003 Google - [Automate Home](#) - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Contact Us](#)

Fig. 3B.

60

Google
AdSense

[Contact Us](#) [Help](#)

Step 1. Enter Product Information [7]

Enter a Title for the Product
 ← 63

Enter a Product Description [2]
 ← 64

Enter a Price for the Product
\$ ← 65

Enter a Contact Email Address
 ← 66

This is how your page will look like [11]

Canon Powershot S30 digital camera

I have a Canon Powershot S30 digital camera for sale. This is a 3 megapixels camera. It uses a CompactFlash II memory. It comes with an IBM microdrive 1Gb that can store up to 700 pictures in the highest resolution.

Price: \$500.0

Contact: nobody@nowhere.com

61

62

Fig. 3C.

70



[Contact Us](#) - [Help](#)

Step 2. Choose a Cost-Per-Click (CPC) and Daily Budget for your AdWord.[2]

Here's how your Google AdWord will look:

Canon Powershot S30

Canon Powershot S30 digital camera
with 1GB microdrive 1Gb for sale
classifieds.google.com

Interest:

72

Edit your Google AdWord (optional):

Enter a Title (maximum 25 characters)

73

Canon Powershot S30

Enter Line 1 of the Product Description (maximum 35 characters)

Canon Powershot S30 digital camera

Enter Line 2 of the Product Description (maximum 35 characters)

with 1GB microdrive 1Gb for sale

74

The cost-per-click (CPC) is the amount you pay each time a user clicks on your ad.

Enter a Cost-Per-Click:

\$

75

Google will show your ad evenly throughout the day based on the daily budget you choose. Your actual daily changes may fluctuate by 20% because of changing search volume, but the maximum you will spend in a 30-day calendar month should be no more than 30 times your daily budget.

Enter a Daily Budget:

\$

76

[Review Changes](#) [Next](#)

Fig. 3D.

80

Google
Automat

Log in

Please login using your Google AdWords account.

Step 3. Log in to Automat [?]

If you have an Automat account -- Log in:

Note: If you have an existing AdWords account, you can use the same email/password for that account.

Email:

Password:

If you are new to Automat -- Sign Up Below: [?]

a. Enter your email address and choose a password.

You will use these later to login to your account.

Email address:

Re-enter email:

Choose a password:

Re-enter password:

Password must be at least 8 characters.

b. Indicate your email preferences.

When necessary, we'll send you service announcements that relate to your advertising agreement with Google.

☐ In addition, send me periodic newsletters with tips and best practices and occasional surveys to help Google improve Automat.

c. Carefully read the following terms and conditions:

d. Please note:

- ◆ When you click the button below, you'll receive an email telling you how to verify your email address and activate your ads.
- ◆ Your ads will not run, and you are not committed to a purchase, until you have completed these steps.

By clicking this button, you indicate your acceptance of the above terms and conditions.

81

82

83

Fig. 3E.

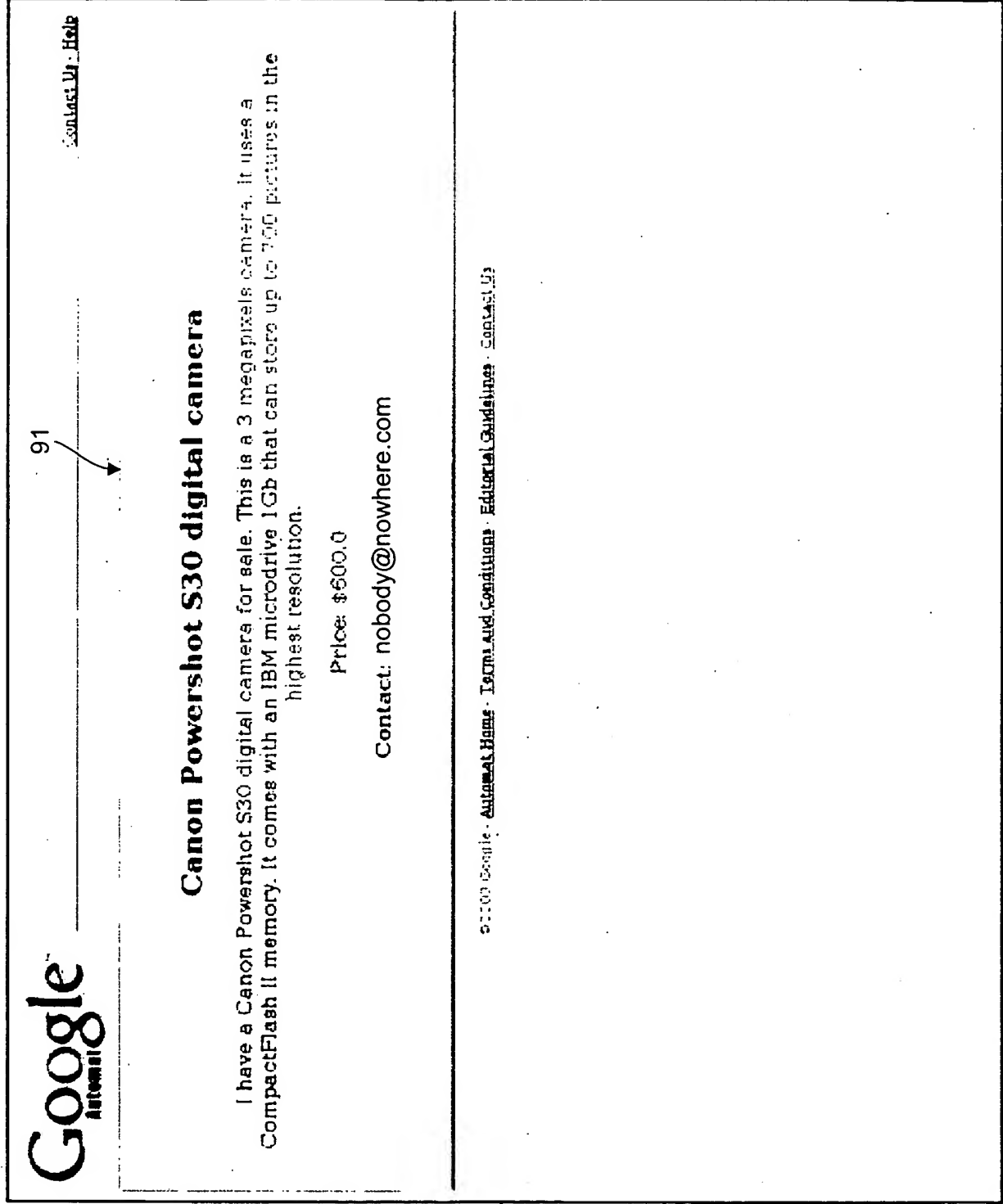


Fig. 4.

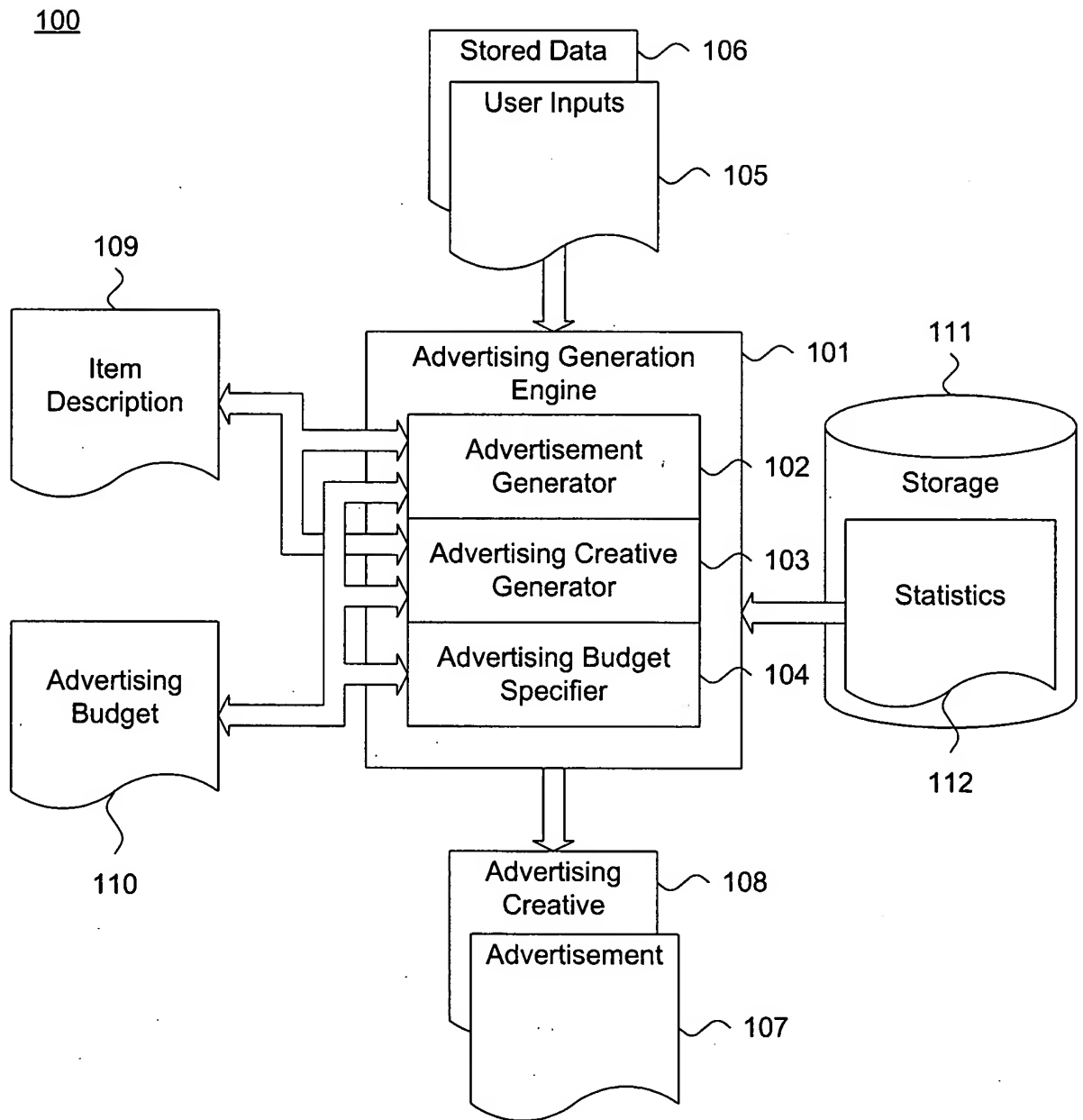


Fig. 5.

120

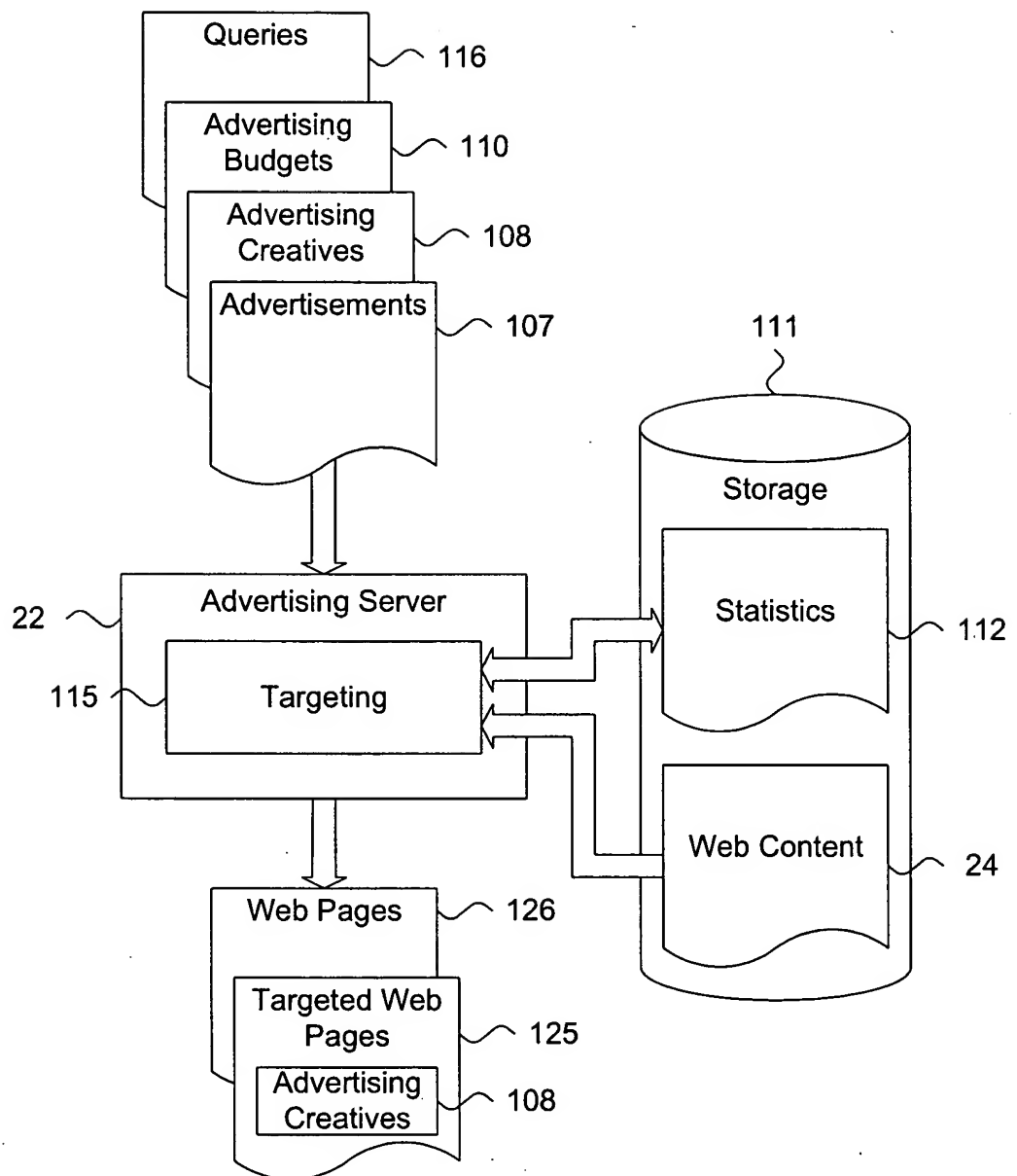


Fig. 6.

130

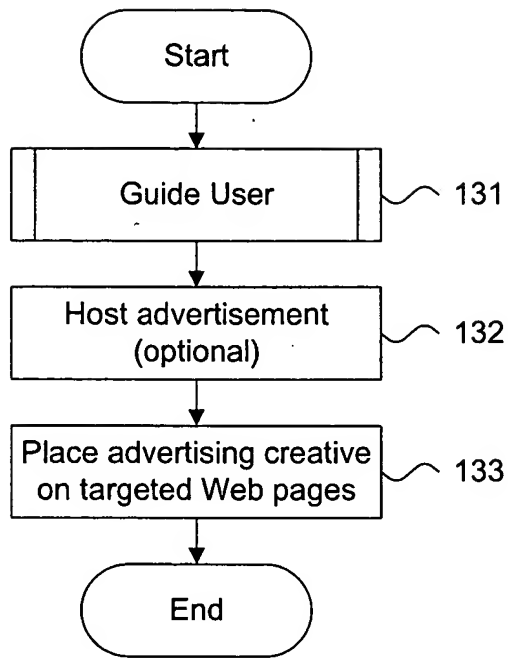


Fig. 7.

136

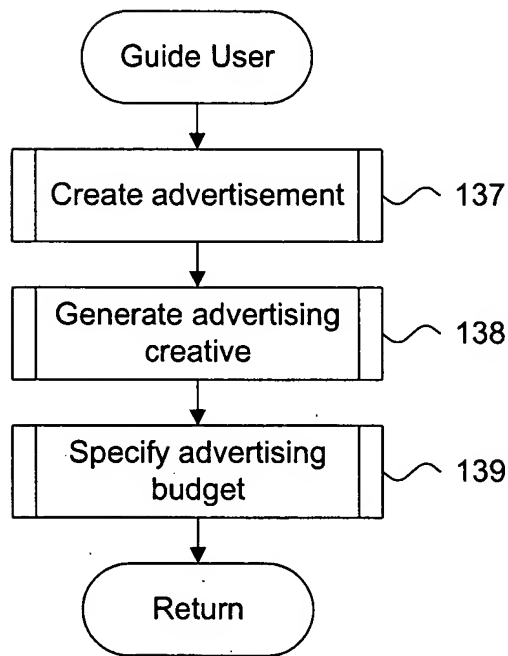


Fig. 8.

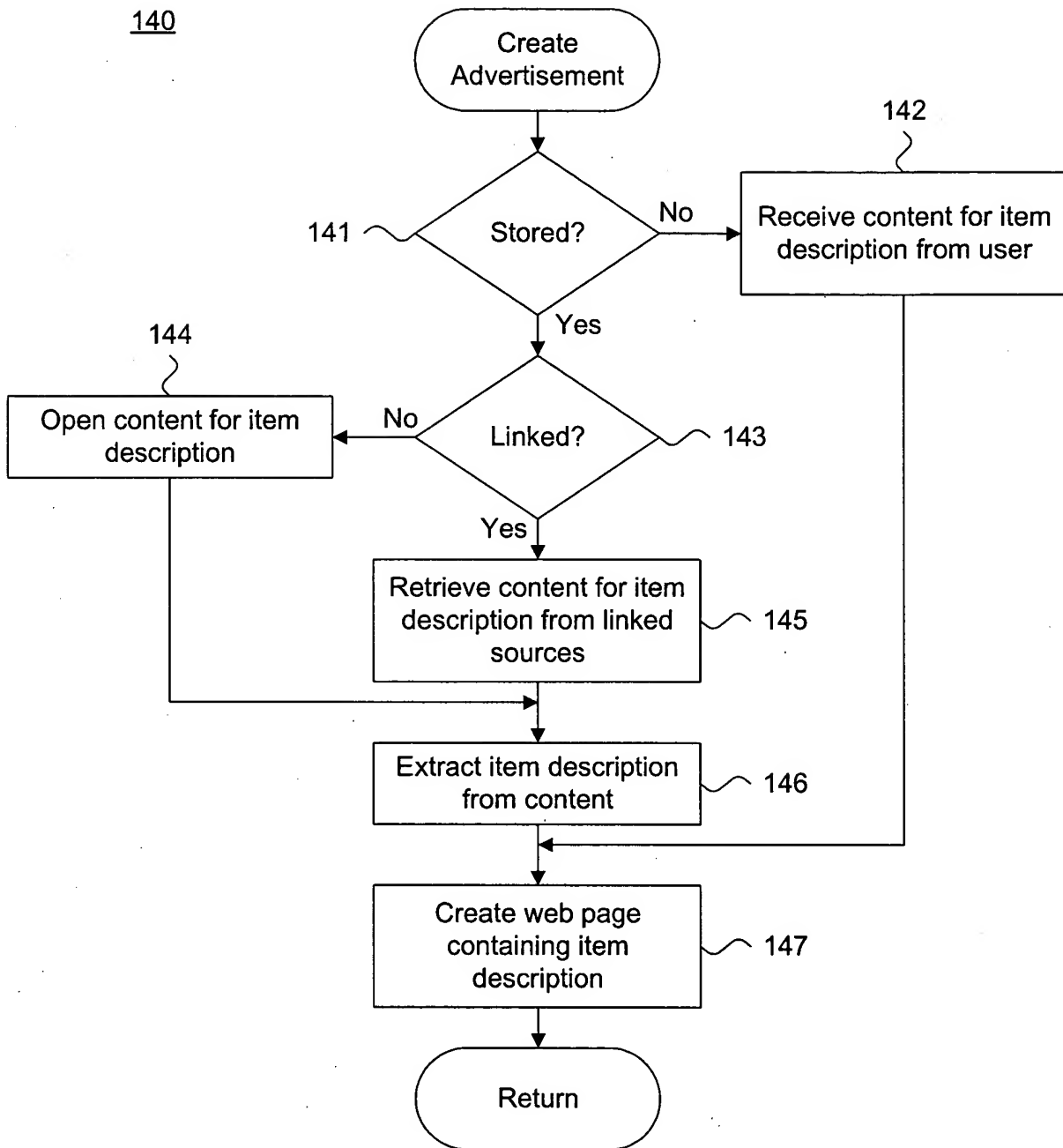


Fig. 9.

150

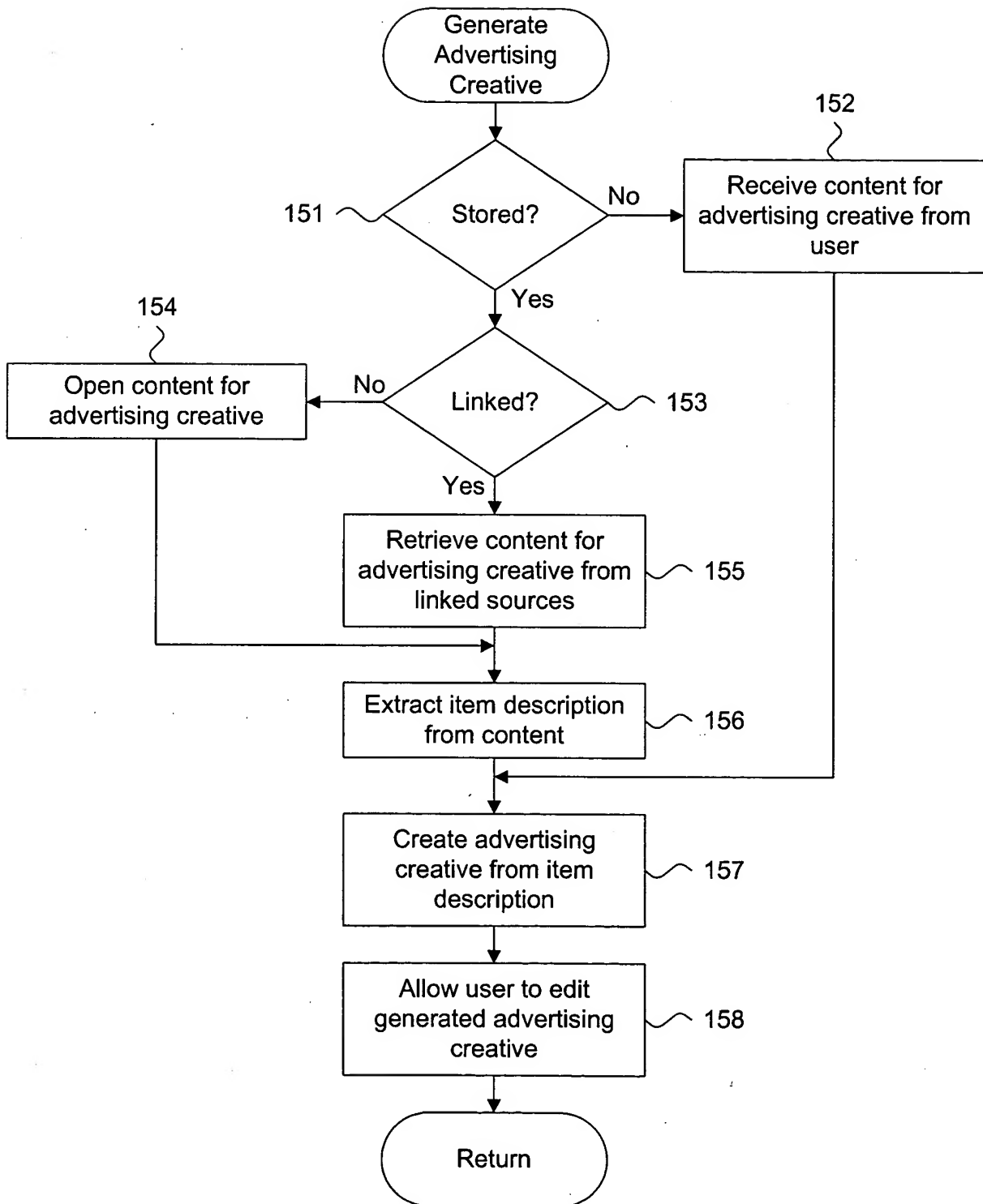


Fig. 10.

160

